ORDER

Orders Order / Rev: 706685 06278669 Alt Order #: OBAMA FOR AMERICA Product Desc: WKYC 1537 Estimate: 10/30/12 - 11/05/12 Joe Knauer Flight Dates: Primary AE: Original Date / Rev: 08/15/12 / 08/15/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: WEEKLY Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential Order Separation: 00:15:00 Priority: P-5 Advertiser External ID:

Bill Plan

Totals

AGY, GEN, POL

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/29/12	11/04/12	196	\$97,725.00	\$83,066.25	November 2012	232	\$116,925.00	\$99,386.25	0.00
11/05/12	11/11/12	36	\$19,200.00	\$16,320.00	Totals	232	\$116,925.00	\$99,386.25	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share	Share	Total
WKYC	30%	\$116,925.00
Market	100%	\$389,750.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	1%	\$3,897.50
WEWS	20%	\$77,950.00
WJW	28%	\$109,130.00
WOIO	19%	\$74,052.50
WUAB	2%	\$7,795.00

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WKYC	10/30/1	2 11/02/12	Days of Our Lives		1p-2p	- TWTF	:30	8	\$200.00 P-5	0.00 NM	8	\$1,600.00
_			Days of Our Lives		_							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/2	29/12	11/04/12	- TWTF	8	\$200.00	0.00						
E 2 WKYC	10/30/1	2 11/02/12	M-F 11a-1230p	CM	11a-1230p	- TWTF	:30	4	\$100.00 P-5	0.00 NM	4	\$400.00
			11a-1230p									
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	- TWTF	4	\$100.00	0.00						
E 3 WKYC	10/30/1	2 11/02/12	Tonight Show	CM	1135p-1237a	a - TWTF	:30	7	\$450.00 P-5	0.00 NM	7	\$3,150.00
			Tonight Show									
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	- ТWГF	7	\$450.00	0.00						

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Order / Rev: 706685 Advertiser: Obama/D/President

Start Date

End Date

Weekdays

Spots/Week

Rate

Rating

Alt Order #: 06278669 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/30/12 - 11/05/12 Estimate: 1537

Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Ιn Amount WKYC 10/30/12 11/02/12 \$100.00 P-5 0.00 NM M-F 10-11a CM 10a-11a - TWTF- -:30 8 \$800.00 M-F 10-11a Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/29/12 11/04/12 - TWTF-\$100.00 0.00 E 5 WKYC 10/30/12 11/02/12 Late Night CM 1237a-136a - TWTF- -:30 4 \$150.00 P-5 0.00 NM 4 \$600.00 Late Night w/Jimmy Fallon Weekdays Start Date **End Date** Spots/Week Rate Rating - TWTF- -Week: 10/29/12 11/04/12 \$150.00 0.00 E 6 WKYC 10/30/12 11/02/12 M-F 11a-1230p :30 CM 11a-1230p - TWTF- -7 \$200.00 P-5 0.00 NM 7 \$1,400.00 11a-1230p Weekdays Spots/Week Rating Start Date **End Date** Rate - TWTF- -Week: 10/29/12 11/04/12 \$200.00 0.00 СМ WKYC 10/30/12 11/02/12 Last Call 135a-205a - TWTF- -:30 4 \$50.00 P-5 0.00 NM 4 \$200.00 Last Call w/Carson Daly End Date Weekdays Rating Start Date Spots/Week Rate TWTF-Week: 10/29/12 11/04/12 \$50.00 0.00 E 8 WKYC 10/30/12 11/02/12 M-F 2-3p CM 2-3p - TWTF- -:30 8 \$200.00 P-5 0.00 NM 8 \$1,600.00 Rachel Ray Weekda<u>ys</u> **End Date** Rating Start Date Spots/Week Rate TWTF-Week: 10/29/12 11/04/12 \$200.00 0.00 8 E 9 WKYC 10/30/12 11/02/12 M-F 3-4p - TWTF- -:30 8 \$200.00 P-5 0.00 NM \$1,600.00 CM 3p-4p The Doctors Weekdays Start Date **End Date** Spots/Week Rate Rating - TWTF- -Week: 10/29/12 11/04/12 8 \$200.00 0.00 - TWTF- -E 10 WKYC 10/30/12 11/02/12 M-F 4-5p CM :30 8 \$300.00 P-5 0.00 NM 4p-5p 8 \$2,400.00 Ellen Degeneres Start Date **End Date** Weekdays Spots/Week Rating Rate - TWTF- -Week: 10/29/12 11/04/12 8 \$300.00 0.00 E 11 WKYC 10/30/12 11/02/12 M-F 430a-5a CM 430a-5a - TWTF- -:30 4 \$50.00 P-5 0.00 NM \$200.00 430a News Start Date **End Date** Weekdays Spots/Week Rating Rate TWTF-Week: 10/29/12 11/04/12 \$50.00 0.00 E 12 WKYC 10/30/12 11/02/12 M-F 5-6a СМ 5a-6a - TWTF- -:30 8 \$50.00 P-5 0.00 NM 8 \$400.00 Channel 3 News @ 5AM Start Date **End Date** Weekdays Spots/Week Rate Rating TWTF-Week: 10/29/12 11/04/12 8 \$50.00 0.00 E 13 WKYC 10/30/12 11/02/12 M-F 5-6p CM 5p-6p - TWTF- -:30 8 \$500.00 P-5 0.00 NM 8 \$4,000.00 Dr. Phil Start Date **End Date** Weekdays Spots/Week Rate Rating - TWTF- -Week: 10/29/12 11/04/12 8 \$500.00 0.00 E 14 WKYC 10/30/12 11/02/12 M-F 6-630p CM 6p-630p - TWTF- -:30 7 \$750.00 P-5 0.00 NM 7 \$5,250.00 Channel 3 News at 6p Spots/Week Start Date **End Date** Weekdays Rate Rating - TWTF- -Week: 10/29/12 11/04/12 \$750.00 0.00 E 15 WKYC 10/30/12 11/02/12 M-F 6-7a 6a-7a - TWTF- -:30 10 \$400.00 P-5 0.00 NM 10 \$4,000.00 Channel 3 News Today @ 6AM Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/29/12 11/04/12 - TWTF-10 \$400.00 0.00 E 16 WKYC 10/30/12 11/02/12 Nightly News M-Su 6:28p-7p - TWTF- -:30 \$1,500.00 P-5 0.00 NM \$10,500.00 CM Nightly News Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 TWTF--\$1,500.00 0.00 E 17 WKYC 10/30/12 11/02/12 M-F 7-730p CM 7-730p - TWTF- -:30 7 \$750.00 P-5 0.00 NM 7 \$5,250.00 Channel 3 News at 7P Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 - TWTF- -\$750.00 0.00 E 18 WKYC 10/30/12 11/02/12 M-F 7-9a Today CM - TWTF- -:30 20 \$400.00 P-5 0.00 NM 20 \$8,000.00 7a-9a **Today Show**

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Order / Rev: 706685 Advertiser: Obama/D/President

Sat 7-8p

SAT TDY

Weekdays

Weekdays

- - - - S-

Sat 9-1030a

Weekdays

---S-

Sat Prime B

Sat Prime B

Weekdays

NBC Today Show (Sa)

Channel 3 News 9am Sat

----S-

Spots/Week

Spots/Week

CM

Spots/Week

CM

Spots/Week

CM

Rate

Rate

Rate

Rate

(9:00 PM-10:00 PM)

\$350.00

9-10p

\$350.00

9a-1030a

\$400.00

7a-9a

Rating

Rating

Rating

Rating

0.00

0.00

0.00

---S-

---S-

---S-

:30

:30

:30

2

3

\$350.00 P-5

\$350.00 P-5

\$900.00 P-5

0.00 NM

0.00 NM

0.00 NM

2

3

1

\$700.00

\$1,050.00

\$900.00

End Date

11/04/12

End Date

11/04/12

End Date

11/04/12

End Date

11/03/12 11/03/12

Start Date

Start Date

Start Date

Start Date

E 30 WKYC 11/03/12 11/03/12

E31 WKYC 11/03/12 11/03/12

Week: 10/29/12

Week: 10/29/12

Week: 10/29/12

E32 WKYC

Alt Order #: 06278669 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/30/12 - 11/05/12 Estimate: 1537

Ln Ch Start End Inventory Code Start/End Time Days Len Spots Rate Pri Rtg Type Spots Break Amount 10/30/12 11/02/12 E 18 WKYC M-F 7-9a Today СМ 7a-9a - TWTF- -:30 20 \$400.00 P-5 0.00 NM 20 \$8,000,00 **Today Show** Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 10/29/12 11/04/12 - TWTF-20 \$400.00 0.00 E 19 WKYC 10/30/12 11/02/12 - TWTF- -M-F 730-8p CM 730-8p :30 4 \$750.00 P-5 0.00 NM 4 \$3,000.00 **Entertainment Tonight** Weekdays Start Date **End Date** Spots/Week Rate Rating - TWTF- -Week: 10/29/12 11/04/12 \$750.00 0.00 E 20 WKYC 10/30/12 11/02/12 M-F 9-10a Today II CM 9a-10a - TWTF- -:30 8 \$200.00 P-5 0.00 NM 8 \$1,600.00 Today Show II Weekdays Spots/Week Start Date **End Date** Rating Rate - TWTF- -Week: 10/29/12 11/04/12 8 \$200.00 0.00 E 21 WKYC 11/02/12 11/02/12 Fri Prime C CM 10-11p ---F--:30 1 \$1,500.00 P-5 0.00 NM \$1,500.00 Fri Prime C Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/29/12 11/04/12 - F-\$1,500.00 0.00 E 22 WKYC 11/02/12 11/02/12 Fri Prime B CM 9-10p ---F--:30 \$1,500.00 P-5 0.00 NM \$1,500.00 Fri Prime B Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/29/12 11/04/12 - - - F-0.00 \$1,500.00 E 23 WKYC 11/05/12 11/05/12 Mon Prime C 10-11p M- - - - -:30 1 \$2,200,00 P-5 0.00 NM \$2,200.00 CM Mon Prime C Weekdays Start Date **End Date** Spots/Week Rate Rating M- - - - -Week: 11/05/12 11/11/12 \$2,200.00 0.00 E 24 WKYC 11/05/12 11/05/12 Mon Prime Other M- - - - -:30 1 \$5,000.00 P-5 0.00 NM CM Various \$5,000.00 Monday Prime Other (8:00 PM-10:00 PM) Start Date Weekdays Spots/Week Rating **End Date** Rate M- - - - -Week: 11/05/12 11/11/12 \$5,000.00 0.00 E 25 WKYC 11/03/12 11/04/12 EN (Sa-Su) CM 6P-7P Sa/Su ----SS :30 \$500.00 P-5 0.00 NM \$2,000.00 Early News (Sa-Su) (6:00 PM-6:30 PM) Start Date **End Date** Weekdays Spots/Week Rate Rating - - - - SS Week: 10/29/12 11/04/12 \$500.00 0.00 E 26 WKYC 11/03/12 11/03/12 Sat 1030a-11a CM Sat 1030-11a - - - - S-:30 1 \$100.00 P-5 0.00 NM \$100.00 Sat 1030-11a Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 - - - - S-\$100.00 0.00 E 27 WKYC 11/03/12 11/03/12 Notre Dame Football CM Notre Dame Footbar----S-:30 1 \$800.00 P-5 0.00 NM \$800.00 Notre Dame Football Start Date **End Date** Weekdays Spots/Week Rate Rating ---S-Week: 10/29/12 11/04/12 \$800.00 0.00 E 28 WKYC 11/03/12 11/03/12 630A-7A CM 630a-7a - - - - S-:30 1 \$200.00 P-5 0.00 NM \$200.00 1 Chris Matthews Show Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/29/12 11/04/12 ---S-\$200.00 0.00 E 29 WKYC 11/03/12 11/03/12 Sat 7-8p CM 7-8p ----S-:30 2 \$400.00 P-5 0.00 NM 2 \$800.00

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Alt Order #: 06278669 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/30/12 - 11/05/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 32 WKYC	11/03/1	2 11/03/12	Sat Prime B	CM	9-10p	S-	:30	1	\$900.00 P-5	0.00 NM	1	\$900.00
Ct-	4 D-4-	Fral Data	Sat Prime B	Consta ///onle	(9:00 PM-10:							
Week: 10/2	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> S-	Spots/Week 1	Rate \$900.00	Rating 0.00						
E33 WKYC	11/04/1	2 11/04/12	Meet the Press Meet the Press	СМ	1030a-1130a	aS	:30	1	\$1,500.00 P-5	0.00 NM	1	\$1,500.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week	Rate \$1,500.00	Rating 0.00						
E 34 WKYC	11/04/1	2 11/04/12	Browns Pre-Gam Browns Pre-Gam	e Hudd@M	1130a-12p	S	:30	1	\$950.00 P-5	0.00 NM	1	\$950.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week	Rate \$950.00	Rating 0.00						
E 35 WKYC	11/04/1	2 11/04/12	Su 12-1230p Channel 3 News	CM at Noon Su	12-1230p /S	uS	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays S	Spots/Week 1	Rate \$100.00	Rating 0.00						
E36 WKYC	11/04/1	2 11/04/12	5A-530A Hometime	СМ	5a-530a	S	:30	1	\$125.00 P-5	0.00 NM	1	\$125.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week	Rate \$125.00	Rating 0.00						
		2 11/04/12	NFL Pregame Sh	ow CM	NFL Pre-Gai (7:00 PM-8:0	meS	:30	1	\$1,000.00 P-5	0.00 NM	1	\$1,000.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week	Rate \$1,000.00	Rating 0.00						
		2 11/04/12	NFL Pregame Sh		NFL Pre-Gai (7:00 PM-8:0		:30	6	\$1,000.00 P-5	0.00 NM	6	\$6,000.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week 6	Rate \$1,000.00	Rating 0.00						
E 39 WKYC		2 11/04/12	SUN TDY NBC Today Show	СМ	8a-9a	S	:30	2	\$350.00 P-5	0.00 NM	2	\$700.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
E 40 WKYC		2 11/04/12	Sun 9-1030a Channel 3 News	CM Sun 9a	9a-1030a	S	:30	3	\$350.00 P-5	0.00 NM	3	\$1,050.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week 3	Rate \$350.00	Rating 0.00						
			Thu Prime C Thu Prime C	СМ	10-11p	T	:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays	Spots/Week 1	Rate \$2,800.00	Rating 0.00						
E 42 WKYC	11/01/1	2 11/01/12	Thu Prime A Thu Prime A	СМ	8-9p	T	:30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
E 43 WKYC	10/30/1	2 11/04/12	LN (M-Su) Late News (M-Su	CM	11P-1135P	- TWTFSS	:30	8	\$950.00 P-5	0.00 NM	8	\$7,600.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	Weekdays - TWTFSS	Spots/Week 8	<u>Rate</u> \$950.00	Rating 0.00						
E 44 WKYC	10/30/1		Tue Prime A Tue Prime A	СМ	8-9p	- T	:30	1	\$2,800.00 P-5	0.00 NM	1	\$2,800.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> - T	Spots/Week	<u>Rate</u> \$2,800.00	Rating 0.00						
E 45 WKYC			Wed Prime C Wed Prime C	СМ	10-11p	W	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
Star Week: 10/2	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
E 46 WKYC	10/31/1	2 10/31/12	Wed Prime A	CM	8-9p	W	:30	1	\$1,800.00 P-5	0.00 NM	1	\$1,800.00
0.	4 D - 1	Fad Di	Wed Prime A	Omata AA4	(8:00 PM-9:0	,						
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				l	ļ	

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Order / Rev: 706685 Advertiser: Obama/D/President

Alt Order #: 06278669 Product Desc: OBAMA FOR AMERICA WKYC

Flight Dates: 10/30/12 - 11/05/12 Estimate: 1537

Ln Ch	Start	End	Inventory Code	Break	ık Start/End Time Days Le		Len Sp	Len Spots Rate Pri		Rtg Type	Spots	Amount
E 46 WKYC	10/31/1	2 10/31/12	Wed Prime A	CM	8-9p	W	:30		\$1,800.00 P-5	0.00 NM	1	\$1,800.00
Cta		Fred Data	Wed Prime A	Consta //// all	(8:00 PM-9:0	_ :						
Week: 10/2	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$1,800.00	Rating 0.00						
E 47 WKYC	10/31/1	2 10/31/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:	W 00 PM)	:30	1	\$2,000.00 P-5	0.00 NM	1	\$2,000.00
<u>Sta</u> Week: 10/	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
E 48 WKYC	11/05/1	2 11/05/12	Days of Our Lives Days of Our Lives		1p-2p	M	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 2	Rate \$200.00	Rating 0.00						
E 49 WKYC	11/05/1	2 11/05/12	M-F 11a-1230p 11a-1230p	СМ	11a-1230p	M	:30	1	\$100.00 P-5	0.00 NM	1	\$100.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
E 50 WKYC	11/05/1	2 11/05/12	Tonight Show Tonight Show	СМ	1135p-1237a	a M	:30	1	\$450.00 P-5	0.00 NM	1	\$450.00
<u>Sta</u> Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	Rate \$450.00	Rating 0.00						
E51 WKYC	11/05/1	2 11/05/12	M-F 10-11a M-F 10-11a	СМ	10a-11a	M	:30	2	\$100.00 P-5	0.00 NM	2	\$200.00
<u>Sta</u> Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00						
E 52 WKYC	11/05/1	2 11/05/12	9	CM	1237a-136a	M	:30	1	\$150.00 P-5	0.00 NM	1	\$150.00
Sta	rt Date	End Date	Late Night w/Jimi Weekdays	my Fallon Spots/Week	<u>Rate</u>	Rating						
Week: 11/		11/11/12	M	1	\$150.00	0.00						
E 53 WKYC	11/05/1	2 11/05/12	M-F 11a-1230p 11a-1230p	СМ	11a-1230p	M	:30	1	\$200.00 P-5	0.00 NM	1	\$200.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	Rate \$200.00	Rating 0.00						
E 54 WKYC			Last Call	СМ	135a-205a	M	:30	1	\$50.00 P-5	0.00 NM	1	\$50.00
Sta	rt Date	End Date	Last Call w/Carso Weekdays	on Daly Spots/Week	(1:35 AM-2:0 Rate	5 AM) Rating						
Week: 11/		11/11/12	M	1	\$50.00	0.00						
E 55 WKYC	11/05/1		M-F 2-3p Rachel Ray	СМ	2-3p	M	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 2	Rate \$200.00	Rating 0.00						
E 56 WKYC			M-F 3-4p The Doctors	CM	3p-4p	M	:30	2	\$200.00 P-5	0.00 NM	2	\$400.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 2	Rate \$200.00	Rating 0.00						
E 57 WKYC			M-F 4-5p Ellen Degeneres	СМ	4p-5p	M	:30	2	\$300.00 P-5	0.00 NM	2	\$600.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 11/		11/11/12	M	2	\$300.00	0.00	.20		\$50.00 D.5	0.00 NIM	4	¢ E0.00
E 58 WKYC	1 1/05/1	12 11/05/12	M-F 430a-5a 430a News	СМ	430a-5a	M	:30	1	\$50.00 P-5	0.00 NM	1	\$50.00
Sta Week: 11/	rt Date 05/12	End Date 11/11/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
E 59 WKYC	11/05/1	2 11/05/12	M-F 5-6a Channel 3 News	CM @ 5AM	5a-6a	M	:30	2	\$50.00 P-5	0.00 NM	2	\$100.00
	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating						
Week: 11/ E60 WKYC		11/11/12	M M-F 5-6p	CM	\$50.00 5p-6p	0.00 M	:30	2	\$500.00 P-5	0.00 NM	2	\$1,000.00
			Dr. Phil					_	, , , , , , , ,		_	, , , , , , , , , , , , , , , , , , , ,
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				ı		

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WKYC

Order / Rev: 706685

Advertiser: Obama/D/President

Alt Order #: 06278669 Product Desc: **OBAMA FOR AMERICA**

10/30/12 - 11/05/12

Flight Dates:

Estimate:

1537

Start/End Time Days Ln Ch Start End Inventory Code Break Len Spots Rate Pri Rtg Type Spots Amount E 60 WKYC 11/05/12 11/05/12 M-F 5-6p CM M- - - - -:30 \$500.00 P-5 0.00 NM \$1,000.00 5p-6p Dr. Phil Weekdays Rating Start Date **End Date** Spots/Week Rate M- - - - -Week: 11/05/12 11/11/12 \$500.00 0.00 E 61 WKYC 11/05/12 11/05/12 M-F 6-630p CM 6p-630p M- - - - -:30 1 \$750.00 P-5 0.00 NM 1 \$750.00 Channel 3 News at 6p End Date Rating Start Date Weekdays Spots/Week Rate Week: 11/05/12 11/11/12 M- - - - -\$750.00 0.00 E 62 WKYC 11/05/12 11/05/12 M-F 6-7a CM 6a-7a M- - - - -:30 \$400.00 P-5 0.00 NM 2 \$800.00 Channel 3 News Today @ 6AM Weekdays Spots/Week Rating Start Date **End Date** Rate M- - - - -Week: 11/05/12 11/11/12 \$400.00 0.00 E 63 WKYC 11/05/12 11/05/12 Nightly News CM M-Su 6:28p-7p M-----:30 1 \$1,500.00 P-5 0.00 NM \$1,500.00 Nightly News Weekdays End Date Rating Start Date Spots/Week Rate Week: 11/05/12 11/11/12 \$1,500.00 0.00 E 64 WKYC 11/05/12 11/05/12 M-F 7-730p СМ 7-730p M- - - - -:30 \$750.00 P-5 0.00 NM \$750.00 Channel 3 News at 7P Weekdays Rating Start Date **End Date** Spots/Week Rate M- - - - -Week: 11/05/12 11/11/12 \$750.00 0.00 E 65 WKYC 11/05/12 11/05/12 M-F 7-9a Today CM 7a-9a M- - - - -:30 5 \$400.00 P-5 0.00 NM \$2,000.00 Today Show Start Date Weekdays Spots/Week **End Date** Rate Rating M- - - - -Week: 11/05/12 11/11/12 \$400.00 0.00 E 66 WKYC 11/05/12 11/05/12 M-F 730-8p CM 730-8p M- - - - -:30 \$750.00 P-5 0.00 NM \$750.00 **Entertainment Tonight** Start Date **End Date** Weekdays Spots/Week Rating Rate M- - - -Week: 11/05/12 11/11/12 \$750.00 0.00 E 67 WKYC 11/05/12 11/05/12 M-F 9-10a Today II CM 9a-10a M- - - - -:30 2 \$200.00 P-5 0.00 NM 2 \$400.00 Today Show II (9:00 AM-10:00 AM) Weekdays Start Date **End Date** Spots/Week Rating Rate Week: 11/05/12 11/11/12 \$200.00 0.00 E 68 WKYC 11/05/12 11/05/12 LN (M-Su) СМ 11P-1135P M- - - - -:30 \$950.00 P-5 0.00 NM \$950.00 Late News (M-Su) Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 11/05/12 11/11/12 M- - - - -\$950.00 0.00

> Totals 232 \$116,925.00